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ABSTRACT

The paper traces the progress of the Career Education Project, funded for a 12-month period in the spring of 1973, and designed to enable the chief State school officers and their respective State education agencies to have ready access to information about career education. It was intended that the project would review and make recommendations concerning: (1) concepts of career education, (2) identification of appropriate elements of career education, (3) development and adaptation of curriculum materials for career education, and (4) methods of State level organization and leadership of career education programs. A series of seven related reports, each dealing with a particular facet of career education was published as part of the project. Topics dealt with include: (1) Career Education: Alive and Well? (2) The Concept of Career Education; (3) Purposes and Goals of Career Education; (4) The Development and Utilization of Curriculum Materials for Career Education; (5) Models, Elements, and Characteristics of Career Education; (6) Career Education and the State Education Agency; and (7) Several Dimensions of Career Education. (MW)

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CAREER EDUCATION IN PUBLIC EDUCATION:
Mission, Goals and Methods

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Final Project Report

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ABSTRACT

Within the system of education that prevails in the United States, the primary and fundamental responsibility for public education rests with the individual states. And, within each state, a state education agency (SEA) headed by a chief state school officer (CSSO), is responsible for the administration, supervision, and general operation of the [illegible]ogram in the state.

The degree to which the [illegible]cion agencies have been able to assume their responsibilities is due, in large measure, to the leadership and vision that has been demonstrated by the chief state school officers. It is, as suggested, the CCSSO's who have the ultimate responsibility for leadership of the educational program in the states--an educational program which encompasses all of public education, spanning general and vocational, and which includes all potential learners as clients.

In seeking to meet their leadership responsibilities, the chief state school officers, through their professional organization--the Council of Chief State School Officers--have consistently indicated both a willingness to explore and a desire to test ideas that might (potentially) benefit or improve upon the existing educational program. Such a commitment has been made by the CCSSO in terms of Career Education.

In 1973 the Council of Chief State School Officers developed and submitted to USOE a proposal to conduct a study of present program efforts in Career Education throughout the United States. It was proposed that the study would review and make recommendations concerning:

1. Concepts of Career Education as defined by USOE;
2. Identification of appropriate elements;
3. Adaptation of Career Education curriculum as developed by the curriculum center for Occupational and Adult Education to the individual needs of the states.

4. Methods of state level organization and leadership of Career Education programs.

The project, known as Career Education in the Public Schools: Mission, Goals, and Methods, was initially scheduled to begin on April 1, 1973 and to continue through March 30, 1974. Circumstances made it impossible to initiate project activities until May 15, 1974. Accordingly, the project was extended to May 17, 1974.

The project has produced the following reports, each of which has been distributed to the chief state school officers and directors/coordinators of Career Education in the states.

- Career Education: Alive and Well?
- The Concept of Career Education
- Purposes and Goals of Career Education
- The Development and Utilization of Curriculum Materials for Career Education
- Models, Elements, and Characteristics of Career Education
- Career Education and the State Education Agency
- The Several Dimensions of Career Education: A Conference Report

[Copies of the above reports are included in the body of the report.]

CAREER EDUCATION IN PUBLIC EDUCATION:
Mission, Goals, and Methods

When the concept of Career Education (as such) was first advanced by then U. S. Commissioner of Education Sidney P. Marland, many educational leaders and educational organizations seemed to agree with it (the concept of Career Education), at least in principle. The Council of Chief State School Officers, made up as it is of the educational leaders charged with the responsibility for the educational programs in the several states, not only agreed in principle with the concept, but have gone on record as strongly supporting Career Education as a means of more adequately meeting the educational (and life) needs of learners.

The Council, however, has recognized that, in American education, there have been many educational innovations that have appeared on--and then disappeared from--the educational scene. Some of the innovations have disappeared (in substance) because of misinformation, unrealistic expectations, or sheer impracticality. Others have disappeared because adequate foundational efforts were not made before implementation was attempted. Still others have vanished because they did not mesh with existing value systems, goal statements, or educational priorities. And, of course, there have been educational innovations which have had a high degree of emotional appeal--popular appeal--and which have caused large numbers to "get on the bandwagon".

Cognizant as it was of the caveats concerning educational innovations, yet highly supportive of the concept of Career Education, the Council of Chief State School Officers has proceeded to initiate procedures that would (1) adequately account for the several caveats, and (2) encourage and enhance the solid implementation of Career Education. A major step in this direction was the preparation, submission, (and subsequent approval) of a proposal to conduct a study

of Career Education.

The project, CAREER EDUCATION IN PUBLIC EDUCATION: Mission, Goals, and Methods [Project Number V 357008; Grant number OEG-0-73-1369] was funded for a twelve month period in the spring of 1973. It was designed so as to enable the chief state school officers and their respective state education agencies to have ready access to information about Career Education--what it is, how it might operate, what its goals and purposes are, and the like. Additionally, it was hoped that the project would also provide chief state school officers and state education agencies with models, alternatives, and guidelines which would be of value to them in their efforts to implement or expand Career Education programs. Specifically, it was intended that the project would review and make recommendations concerning:

- Concepts of Career Education;
- Identification of Appropriate Elements of Career Education;
- Development and Adaptation of Curriculum Materials for Career Education; and
- Methods of State Level Organization and Leadership of Career Education Programs

With both the broad goals and specific purposes in mind, the project, throughout its duration, has been engaged in the processes of gathering, assembling, synthesizing, and disseminating information as it relates to Career Education.

The information (which has been used in the preparation of project materials) has been gathered in a variety of ways, and from a variety of sources. For example, information relating to the concept of education was gathered largely from professional literature and state plans or statements. Information about state level organization, on the other hand, was gathered largely through questionnaires and/or personal contacts and on-site visits. The project has also assembled a

fairly comprehensive collection of documents relating to Career Education operations in the several states; this has also served as an excellent source of information about various models and alternatives. Lastly, a most important source of information has been the state directors/coordinators of Career Education in the several states. Using the information that has been assembled, and with the assistance of personnel from the SEA's, it has been possible for the project to engage in a series of pertinent activities, to produce a series of reports, and to participate in--and sponsor--leadership efforts in Career Education.

Career Education Alive and Well?

During the early stages of the project, it became readily apparent that little if any effort had been made to ascertain where the various states were (in terms of progress) in terms of Career Education. As a consequence, one of the first project activities consisted of the development and administration of a questionnaire designed to provide "base-line" information about Career Education in the states.

The questionnaire, developed in cooperation with the CCSSO Task Force for Career Education and representatives of several SEA's, brought together "base-line" information which served as a basis for the project report, "Career Education: Alive and Well?" and for discussion of Career Education among the chiefs. The report, reproduced in its entirety in this report, was distributed to all chief state school officers.

Career Education: An Educational Priority for the Seventies

Toward the specific purposes outlined earlier, the project has prepared and disseminated to chief state school officers and state directors/coordinators of Career Education a series of five papers under the common title, Career Education:

An Educational Priority for the Seventies. Each of the five papers, which are reproduced in their entirety in this report, deals with a particular aspect of Career Education. They are as follows:

Part I : The Concept of Career Education

Part II : Purposes and Goals of Career Education

Part III: Development and Utilization of Curriculum Materials for Career Education

Part IV : Models, Elements, and Characteristics of Career Education

Part V : Career Education and the State Education Agency

From the titles of the several papers, it should be obvious that the intent has been to address the purposes of the project. Much of the preparation of these papers was done by the project director. However, very valuable assistance was provided by the SEA personnel whose names appear as co-authors on Parts II, III, IV, and V.

The several papers in this series have been received well by the states. Favorable comments have been made by state directors/coordinators, and several states have indicated a desire to utilize the materials in their own efforts.

The Several Dimensions of Career Education

Initially, it was planned that the project would sponsor and conduct a conference on Career Education for chief state school officers. However, because such a conference had already been scheduled as a function of the North Carolina Center for Occupational Education, a modification in the initial plan was requested and approved.

Instead of a conference for the chiefs, it was proposed that the project sponsor a national conference for state directors/coordinators (and other invited

people) on the subject, "The Several Dimensions of Career Education".

The conference, which is reported later in this report, was held in Dallas, Texas, on April 29, 30, and May 1, 1974. The degree to which the conference addressed itself to the concerns of the various states might be indicated by the representation of states at the conference: Forty-three states and three territories were represented. And the transportation expenses to and from Dallas were paid from individual state or territorial funds.

The initial feedback that has been received further bolsters the assumption made just above. Participants have indicated that as a result of the conference a much clearer picture of Career Education and Career Education efforts exists. Nearly every participant expressed a desire for similar follow-up conferences. Exploratory discussions are planned (in this regard) for the near future.

Conclusions

The project, CAREER EDUCATION IN PUBLIC EDUCATION: Mission, Goals, and Methods, during the twelve months of its duration, has been both informative and useful to the Council of Chief State School Officers. At the same time, it is thought that it has been equally informative and useful to the funding agency--the U. S. Office of Education.

The Council is appreciative of having had the opportunity to actively participate in this aspect of the Career Education movement. Much information has been gathered and distributed to the chiefs and their staffs. Many alternative nethods, models, and definitions have been presented as a result of other project efforts, it has been possible to ascertain that much has already been accomplished.

At the same time, the project has also been able to ascertain that there still remains much to be done before Career Education will truly be part of the

total educational system. More information will have to be gathered; more "risk capital" will have to be made available; teacher preparation programs will have to be changed.

These are but a few of the tasks which remain. It is the hope of the Council that, in a continuation of the current effort, the necessary tasks can be undertaken.